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NOVEMBER 23, 1987

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

TCI PICKS UP THE TEMPO

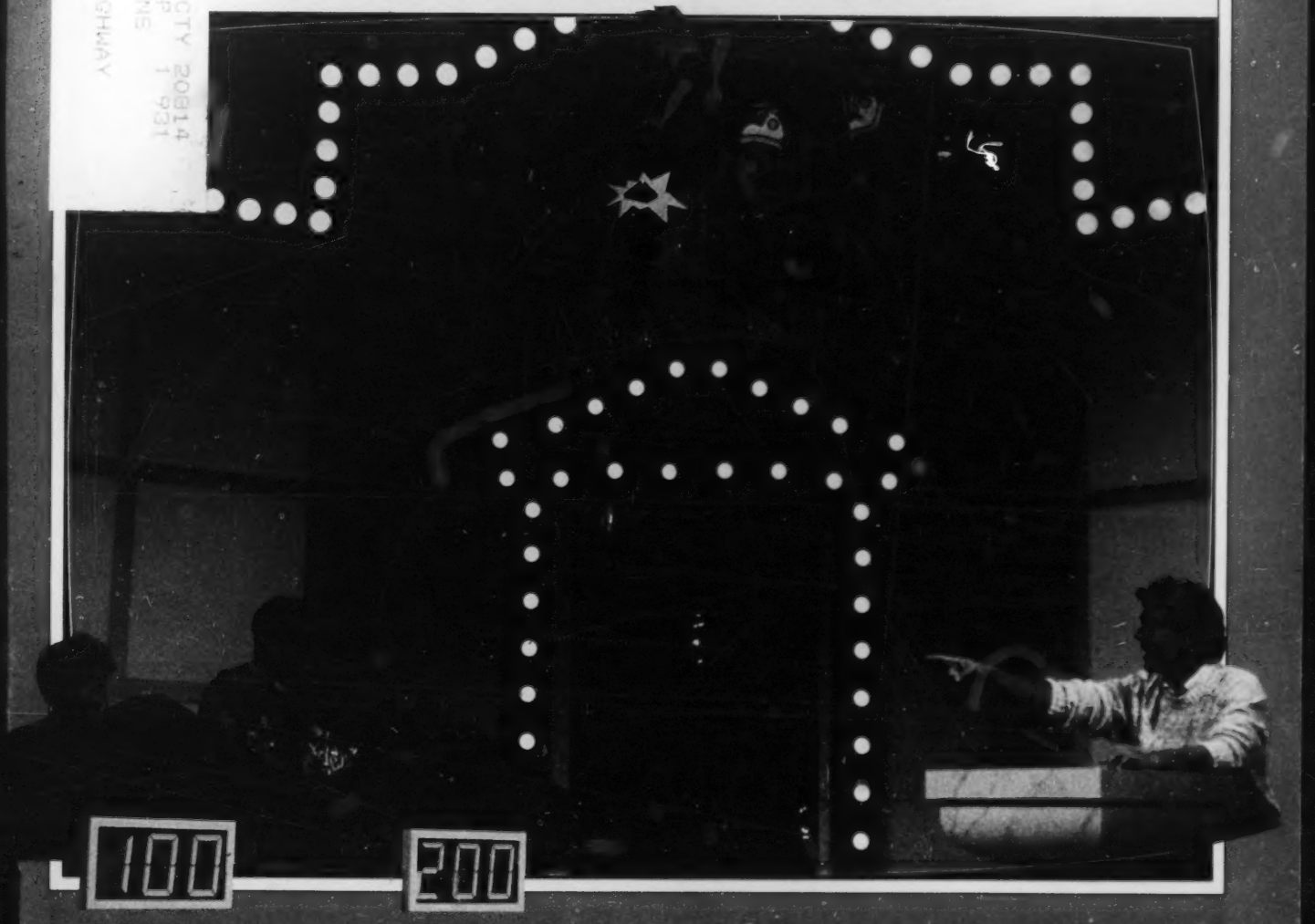
BASS GOING FISHING FOR SYSTEMS

TELCOS TELL IT STRAIGHT: THEY WANT IN CABLE

MAJOR PLAYERS SHARE POST-CRASH STRATEGIES

A PLEA FOR UNDERSTANDING ON CHANNEL SHIFTS

NICKELODEON FINDS A KEEPER WITH REALITY-BASED KID SHOWS



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CableVision

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USA buys *Miami Vice* 16
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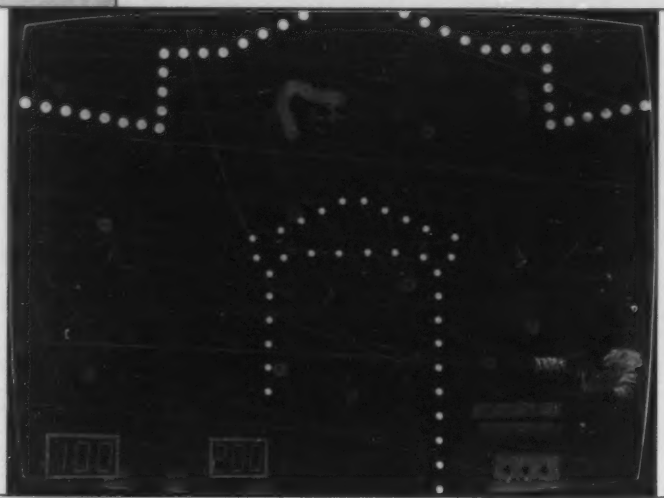

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Nickelodeon is sparking a quiet revolution in children's programming with its new reality-based participatory shows, *Double Dare* and *Finders Keepers*. Besides spawning imitators, it's possible the shows will reverse usual syndication patterns.

—Photo by Candace Drake

Between the Lines

Loss of experienced lobbyists sap NCTA

Every industry in America is affected by decisions made in Washington, but few are affected as quickly and completely as cable television. The political process that leads to federal policy is the result of a delicate balancing of competing interests—or, perhaps more accurately in regard to communications policy, a balancing of competitors' interests. For this reason, the fortunes and future of the cable industry are tied inextricably to its Washington representatives.

That's a heavy load to carry. But it is one that has been shouldered well by a handful of people at the National Cable Television Association who have led the industry through a string of victories unmatched by anyone in communications and with few parallels anywhere. In fact, these individuals have been so consistent in their performance and the victories so regular that the industry has become jaded.

In this decade the cable industry has gone from one that wanted to win its Washington battles to one that deserved to win to one that now expects to win. In politics, that's a formula for defeat.

That attitude, coupled with recent changes in the top lobbying positions at NCTA, gave us pause and prompted a long look at how the trade association has been able to do what it has done, and whether it can continue its winning streak. *Conclusion No. 1:* Jim Mooney had assembled a team of first-rate, experienced professionals, each one with unique strengths, that truly produced a whole greater than the sum of its parts. *Conclusion No. 2:* Mooney now is assembling a new lobbying team with untested abilities at a crucial time in the industry's evolution.

Mooney's track record of accomplishing the cable industry's political agenda is well documented and need not be recounted here. Further, he is supported by a board of directors and executive committee that sets goals, then steps back and leaves the political strategy and tactics to his expertise. That alone would distinguish NCTA from its Washington rivals, but there is more, because Mooney alone cannot shoulder cable's lobbying load.

After Mooney determines what is to be done, it falls on the executive vice president, the government relations vice president, the legislative counsel and their lobbyists to go to Congress and do it. But when the second session of the 100th Congress convenes—a session that could shape the cable industry well into the 1990s—NCTA will have two new players on its lobbying team.

Bert Carp, the departed executive vice president, brought White House experience to the job and displayed admirable skills, particularly in leading the cable industry through the overhaul of the tax code. And now we learn that Edward Merlis, who has headed the Government Relations Department for more than four years and who has been cable's point man on the Hill, is departing to become president of home shopping company Telaction.

Merlis was a key staff aide for a number of Senate committees, including the important Commerce Committee, for almost a decade. Merlis, Legislative Counsel Douglas Watts and NCTA's other lobbyists have earned the friendship and respect of the decision makers on the Hill. These people genuinely like each other, and the chemistry has paid off for cable.

It is said that the mark of a great chess player is the ability to see three moves ahead and to plan strategy accordingly. A similar form of vision has been demonstrated by NCTA's lobbyists. For example, wording that was little-noticed in the Cable Act of 1984 may well bar reimposition of syndicated exclusivity in 1988.

Merlis' departure comes at a critical time. The industry is under siege on many fronts and is poised to take a fall on something. His stature among members of Congress has been especially valuable and will be sorely missed. The heavy load on Mooney, new No. 2 Decker Anstrom, Watts, and the rest of NCTA has just gotten heavier.

—Steve Tuttle
Executive Editor

CableVision

William McGorry
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ABP BPA

Pay-Per-View Supply Chart

December

Amazing Grace and Chuck (12/1) — Source: Tri-Star
MPAA Rating: PG Running Time: 115 mins.
Cast: Jamie Lee Curtis, Gregory Peck, William L.Peterson.

Beyond Therapy (12/3) — Source: HBO Enterprises
MPAA Rating: R Running Time: 93 mins.
Cast: Jeff Goldblum, Tom Conti, Glenda Jackson.

Danger Zone (12/1) — Source: Skouras
MPAA Rating: NR Running Time: 89 mins.
Cast: Jason Williams, Robert Canada.

The Gate (12/15) — Source: New Century/Vista
MPAA Rating: PG-13 Running Time: 87 mins.,40 secs.
Cast: Stephen Dorff, Louis Tripp, Christa Denton.

Harry and the Hendersons (12/24) — Source: Universal
MPAA Rating: PG Running Time: 111 mins.
Cast: John Lithgow, Melinda Dillon, Don Ameche.

House II (12/31) — Source: HBO Enterprises
MPAA Rating: PG-13 Running Time: 85 mins.
Cast: Jonathan Stark, Ayre Gross, John Rattcenberger.

Million Dollar Mystery (12/12) — Source: HBO Enterprises
MPAA Rating: PG Running Time: 95 mins.
Cast: Tom Bosley, Rich Hall.

Necropolis (12/23) — Source: Vestron
MPAA Rating: R Running Time: 77 mins.
Cast: LeeAnne Baker,Jacquie Fitz, Micheal Conti.

Nightmare on Elm Street 3,Dream Warriors (12/24) — Source: Universal
MPAA Rating: R Running Time: 97 mins.
Cast: Nancy Thompson, Kristen Parker, Max.

Outrageous Fortune (12/3) — Source: Touchstone Pictures
MPAA Rating: R Running Time: 99 mins.
Cast: Shelley Long, Bette Midler, Peter Coyote, George Carlin.

Personal Services (12/23) — Source: Vestron
MPAA Rating: R Running Time: 104 mins.
Cast: Julie Walters, Alex McCowan.

River's Edge (12/1) — Source: HBO Enterprises
MPAA Rating: R Running Time: 99 mins.
Cast: Dennis Hopper, Cristin Glover, Roxana Zal.

Roxanne (12/3) — Source: Columbia
MPAA Rating: PG Running Time: 107 mins.
Cast: Steve Martin, Daryl Hannah.

Summer School (12/23) — Source: Paramount
MPAA Rating: PG-13 Running Time: 98 mins.
Cast: Mark Harmon Kirstie Alley.

Who's That Girl (12/30) — Source: Warner Bros.
MPAA Rating: PG Running Time: 92 mins.
Cast: Madonna, Griffin Dunne, Haviland Morris.

Wimps (12/11) — Source: Vestron
MPAA Rating: R Running Time: 94 mins.
Cast: Louie Bonanno, Deborah Blaisdell, Jim Abele.

January

The Believers (1/6) — Source: Orion
MPAA Rating: R Running Time: 114 mins.
Cast: Martin Sheen, Helen Shaver, Robert Loggia.

Blood Diner (1/16) — Source: Vestron
MPAA Rating: NR Running Time: 95 mins.
Cast: Carl Crew, Richard Berks, Rodger Dauer.

Campus Man (1/9) — Source: Paramount
MPAA Rating: PG Running Time: 94 mins.
Cast: John Dye, Steve Lyon, Kim Delaney, Morgan Fairchild.

Dragnet '87 (1/14) — Source: Universal
MPAA Rating: PG-13 Running Time: 106 mins.
Cast: Dan Aykroyd, Tom Hanks, Christopher Plummer.

La Bamba (1/21) — Source: Columbia
MPAA Rating: PG-13 Running Time: 111 mins.
Cast: Esai Morales, Rosana DeSoto, Elizabeth Pena.

Secret of My Success (1/1) — Source: Universal
MPAA Rating : PG-13 Running Time: 110 mins.
Cast: Micheal J. Fox, Helen Slater, Richard Jordan.

Shadey (1/1) — Source: Skouras
MPAA Rating: PG-13 Running Time: 90 mins.
Cast: Katherine Helmond, Patrick MacNee, Tony Sher.

The Squeeze (1/9) — Source: Tri-Star
MPAA Rating: PG-13 Running Time: 101 mins.
Cast: Michael Keaton, Rae Dawn Chong, Rick Abernathy

Summer Heat (1/9) — Source: Paramount
MPAA Rating: R Running Time: 83 mins.
Cast: Lori Singer, Anthony Edwards.

Superman IV: The Quest For Peace (1/13) — Source: Warner Bros.
MPAA Rating : PG Running Time: 91 mins.
Cast: Christopher Reeve, Margot Kidder, Gene Hackman, Jackie Cooper.

Walk Like A Man (1/1) — Source: MGM/UA
MPAA Rating : PG Running Time: 86.14 mins.
Cast: Howie Mandel, Christopher Lloyd, Cloris Leachman.

Note: Running times are approximate.
NR indicates film not rated by MPAA.
* Unavailable at presstime.

Film information provided to International Thomson Communications Inc. by distributors.

Pay-Per-View Services Profile

	LAUNCH	DELIVERY	ENCRYPTION	PROGRAMMING	SUBSCRIBERS
Cable Video Store	April 1, 1986	Satcom 4, tr. 16	VideoCipher II	Movies, how-to's, special events. 24 hours per day, approx.50 titles per month	Currently serving 16 MSOs nation-wide (40,000 Impulse addressable subscribers)
Private Ticket	July 1985	Standalone	None	Two and one-half hours nightly. One original title, plus up to two licensed films edited for Playboy.	Available in systems serving 185,000 subs (139,000 addressable).
Request Television	November 27, 1985	Galaxy 1, tr. 12	VideoCipher II	Min. of four major motion pictures per week over 14 day cycle, special events	Available in systems serving 3.6 million subs. (2.5 million addressable).
Telstar Channels	June 5, 1986	Spacenet 2, tr.1,3,11,23	VideoCipher II	Channel 1: 2 movies per week,the newest and top-selling. Channel 2: Cult favorites, childrens and top of the charts video store sellers. Channel 3:	

Bills to tax home shopping gain

By John Wolfe

WASHINGTON—Legislation permitting state and local governments to assess a sales tax on products purchased from home shopping services and other forms of direct selling seems to be gaining momentum in Congress.

Direct marketers—including home shopping services—have been protected from collecting a sales or use tax under a 1967 Supreme Court decision, *National Bellas Hess*, which held that a "nexus," or taxable business connection, did not exist between out-of-state direct marketers and state governments (*CV* 8/3/87 p.44).

However, legislators in the House and Senate have introduced bills which would enable states to bypass the 1967 high court decision. On Nov. 5, the House Select Revenue Subcommittee approved H.R. 1242, introduced by Rep. Byron Dorgan, D-N.D. That measure would force direct sellers to collect and remit both state and local sales taxes, and would not apply to retailers with less than $12.5 million in annual sales.

The Dorgan bill now must be approved by the House Judiciary Committee; no mark-up date has been set. The measure's prospects for passage before Congress adjourns for the year remain uncertain.

On Nov. 6, meanwhile, the Senate Subcommittee on Taxation held a hearing to examine two parallel measures. S. 1099, introduced by Sen. Thad Cochran, R-Miss., largely mirrors H.R. 1242. S. 639, sponsored by Sen. Quentin Burdick, D-N.D., would only permit states to collect sales taxes, with no exemption for smaller companies. Neither bill is expected to pass the Senate this year.

At the hearing, the legislation vigorously was opposed by the Home Shopping Network, the Direct Marketing Association and other direct sellers. The National Association of Retail Dealers supported the proposals, as did the National League of Cities, the National Conference of State Legislatures, the National Governors Association, the Multi-State Tax Commission and other state taxation officials.

The U.S. Treasury Department also voiced support for the legislation. Dennis Ross, Treasury's tax legislative counsel, noted that 1986 revenues from sales taxes were nearly $75 billion, representing more than 30 percent of all state tax revenues.

Treasury also reported that 45 states and the District of Columbia levy sales taxes ranging from 3 percent to 7.5 percent, and additional sales taxes are imposed by more than 8,000 local governments. But Joseph Connolly, Home Shopping Network chief financial officer, said that compliance with so many different tax jurisdictions would place "an unfair burden" on an out-of-state vendor "as well as his customers."

For the fiscal year ending Aug. 31, 1987, HSN collected and remitted more than $17.2 million in sales taxes to the nine states in which it maintains facilities, Connolly said. "Even with one of the most sophisticated computer systems in the industry," he testified, "HSN anticipates that the task of programming and monitoring 41 additional state tax laws will be a nightmare."

HSN also argued that the company should not be required to collect a sales tax for states which do not provide services to the company. Moreover, "out-of-state vendors would be deprived of the right of representation and would not have a voice in the state legislative process which crafts collection and remittance procedures for sales tax," Connolly observed.

Connolly also told the panel that consumers "are not flocking to their televisions in an attempt to avoid paying state sales taxes." And with the recent emergence of brand-name discount outlets, "perhaps retailers should look down the street rather than at their television for the reason their sales are falling off."

But J. Con Maloney, a Mississippi retailer testifying on behalf of NARD, said the "national competition" from direct marketers and home shopping services has harmed local retailers. "We lose sales because customers can avoid sales taxes by buying from an out-of-state vendor," he said.

The state government organizations supporting the measures cited a Federal Advisory Commission on Intergovernmental Relations study which estimates that states are losing at least $2 billion in revenue each year on untaxed transactions with out-of-state vendors. North Dakota Gov. George Sinner, testifying for the NGA, said his state alone is losing nearly $5 million in revenue yearly.

Out-of-state businesses "threaten the future of the sales tax," Sinner testified. And "changing technology" such as home shopping will make direct transactions "more convenient than ever," he said. "The law needs to be updated in light of these basic and growing changes in the marketplace."

Cathy Reynolds, president of the National League of Cities, told the subcommittee that the $2 billion lost to states yearly also represents "an additional $250 to $500 million in sales tax revenues" which will go uncollected by local governments. NLC said that 6,705 local jurisdictions in 29 states levied a sales tax in 1986, up 37 percent from 1976.

Congressional action to skirt *Bellas Hess* is needed, Reynolds testified, "to prevent further erosion of local and state sales tax bases, as well as to protect local merchants from unfair competition." Reynolds suggested the establishment of a "national clearinghouse" which could provide state and local sales tax data to vendors and purchasers. Direct sellers would only be required to submit one tax return per state, and states would then distribute the relevant share of the proceeds to local communities, she recommended. ■

Out-of-state vendors' 1986 revenue potential

State	$ Estimate (in millions)
California	$318.03
Texas	$154.31
New York	$152.02
Pennsylvania	$108.95
Illinois	$103.76
Florida	$ 97.31
New Jersey	$ 91.34
Ohio	$ 86.19
Michigan	$ 60.3
Washington	$ 58.45
Massachusetts	$ 55.73
Connecticut	$ 51.89
Maryland	$ 48.11

Source: Federal Advisory Commission on Intergovernmental Relations.

CABLE STATS

Industry Growth

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	72,460,000	42,725,000	48	26,022,000	29
1986	87,800,000	69,632,000	41,772,000	47	24,101,000	27
1985	86,304,000	64,571,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH.

Cable barometer

Television households (TVHH)	87,800,000
Homes passed by cable (HP)	69,632,000
Percent of TVHH passed by cable	79.3%
Basic cable subs	41,772,000
Percent of TVHH with basic cable	47.5%
Percent of HP with basic cable	59.9%
Pay cable subs	24,101,000
Percent of TVHH with pay cable	27.4%
Percent of HP with pay cable	34.6%
Percent of basic subs with pay cable	57.6%

Satellite Lineup

Satcom III-R (RCA Americom)

	Transponder
Arts & Entertainment	24
BET	20
Cable Radio Network	4
Cable Value Network	12
Cinemax (West)	23
ESPN (Blackout)	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Story	3
HBO (West)	13
Home Shopping Network	22
The Learning Channel	2
Lifetime	17
MTV	11
National Jewish Television	18
Nickelodeon	1
QVC Network	8
Reuter Monitor Service	18
Showtime (West)	10
Tempo Sound	6
Tempo Television	6
Tempo Text	6
The Travel Channel	16
Trinity Broadcasting Network	3
TV Decisions	24
USA Network (West)	9
Video Hits One (VH1)	15
Viewer's Choice	5
The Weather Channel	19

Satcom IV (RCA Americom)

	Transponder
Alternate View Network	10
American Movie Classics	10
America's Value Network	5
Bizmet	6
Bravo	2
The Fashion Channel	14
C-Span II	6
Gospel Music Network	3
Hit Video USA	18
Home Shopping Network 2	1
Home Sports Entertainment	11
Home Team Sports	22
Liberty Broadcasting Network	7
Madison Square Garden Network	6
The Motivation Network	3
Movietime	17
National Black Network	19
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
The Playboy Channel	24
Prime Ticket	20
The Silent Network	23V
SportsChannel-New England	23
SportsVision	9
WPIX—New York	19

Westar III (Western Union)

	Transponder
CNN	5

Westar IV (Western Union)

	Transponder
Atlantic City Horse Racing	6
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Consumer Discount Network	24
National Christian Network	2
International Television Network	10D
Public Broadcasting Service	15, 17, 21, 23
Texas State Network	2

Westar V (Western Union)

	Transponder
Fantasy Unrestricted Network (FUN)	24
FUN Weekend Pay-per-view	24
Moody Broadcasting Network	7D
Pro-Am Sports System (PASS)	8
The University Network	2
Zephyr Weather Information Service	7D

Telstar 303 (AT&T)

	Transponder
American Exxxtasy	19
Country Music Television (CMTV)	13
KTVT (Ft.Worth)	20

Galaxy I (Hughes)

	Transponder
CBN Cable Network	11
Cinemax (East)	19
CNN	7
C-SPAN	13
The Discovery Channel	22
The Disney Channel (East)	4
(West)	24
Electra	18
EPG	3
ESPN	9
GalaVision	20
HBO (East)	23
Headline News	8
The Inspirational Network	17
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
Request Television	12
Seeburg Adult Contemporary	3
Seeburg Contemporary Instrumental	3
Showtime (East)	5
SIN	6
Tempo Text	18
USA Network (East, Central)	21
Video Mall Network	22
WGN	3
WOR-TV	15
WTBS	18

Galaxy III

	Transponder
C-SPAN	24V
C-SPAN II	14V
National Shopping Club	23
The Meadowlands Racing Network	17
Sky Merchant	11
Viewer's Choice 1+2	21,18

Spacenet I (GTE)

	Transponder
ACTS	15
SelecTV	13

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSO's

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	4,200,000	(4/87)
2.	American Television and Communications Corp.	3,500,000	(11/87)
3.	Continental Cablevision	1,482,000	(8/87)
4.	Storer Cable Communications	1,418,000	(9/87)
5.	Cox Cable Communications	1,406,922	(9/87)
6.	Warner Cable Communications Inc.	1,367,000	(9/87)
7.	Comcast	1,200,000	(10/87)
8.	United Cable	1,109,801	(6/87)
9.	Newhouse Broadcasting	1,028,543	(8/87)
10.	Viacom Cablevision	1,020,256	(9/87)
11.	Heritage Communications Inc.	1,019,331	(8/87)
12.	Jones Intercable	928,305	(8/87)
13.	Times Mirror Cable Television Inc.	895,892	(9/87)
14.	Sammons Communications Inc.	821,033	(9/87)
15.	UA Cablesystems Corp.	780,593	(10/87)
16.	Cablevision Systems Corp.	740,836	(10/87)
17.	Paragon Communications	643,000	(9/87)
18.	Century Communications Corp.	600,000	(12/86)
19.	Cablevision Industries	585,198	(8/87)
20.	Daniels & Associates	561,246	(8/87)
21.	Rogers Cablesystems Inc.	534,303	(9/87)
22.	Centel Cable	501,857	(8/87)
23.	Telecable Corp.	498,165	(8/87)
24.	American Cablesystems Corp.	468,893	(8/87)
25.	Adelphia Communications	451,736	(10/87)
26.	Cooke Cablevision	440,589	(9/87)
27.	Scripps-Howard	400,000	(10/87)
28.	Choice Cable	379,000	(2/87)
29.	Wometco Cable TV Inc.	377,436	(7/87)
30.	Post-Newsweek	374,275	(9/87)
31.	Prime Cable Corp.	339,990	(9/87)
32.	TCA Group	331,730	(8/87)
33.	Tele-Media	295,933	(8/87)
34.	Multimedia Cablevision	289,568	(9/87)
35.	Maclean Hunter Cable TV Ltd.	287,142	(9/87)
36.	Colony Communications Inc.	274,986	(10/87)
37.	Rifkin & Associates	260,000	(10/87)
38.	Lenfest Group	247,640	(9/87)
39.	Western Communications	243,006	(9/87)
40.	TKR Cable Co.	233,191	(9/87)
41.	Adams-Russell Communications	226,000	(9/87)
42.	Communications Service Inc.	210,000	(12/86)
43.	Service Electric Cable TV Inc.	200,000	(9/87)
44.	TCI-Taft	197,853	(8/87)
45.	Hauser Communications Inc.	182,964	(10/87)
46.	Cencom Cable	175,175	(8/87)
47.	Sutton Capital Corp.	152,676	(8/87)
48.	Media General Inc.	151,211	(7/87)
49.	Harron Communications	150,770	(7/87)
50.	Greater Media	149,091	(9/87)
51.	First Carolina Communications Inc.	146,395	(10/87)
52.	Armstrong Utilities	140,808	(9/87)
53.	Palmer Communications	140,404	(5/87)
54.	Cable Systems USA	133,000	(9/87)
55.	Marcus Communications	131,108	(8/87)
56.	Televents Inc.	129,754	(8/87)
57.	Blade Communications	127,315	(8/87)
58.	Essex Communications Corp.	126,745	(7/87)
59.	U.S. Cable Corp.	119,548	(8/87)
60.	Summit Communications	118,134	(4/87)
61.	Simmons Communications	113,203	(8/87)
62.	Sonic Communications	111,585	(8/87)
63.	King Videocable	110,791	(8/87)
64.	Bresnan Communications Co.	110,546	(8/87)
65.	Multi-Channel TV Cable Inc.	110,134	(9/87)
66.	Columbia International	109,000	(7/87)
67.	Harte-Hanks Communications	108,484	(8/87)
68.	Booth Communications	106,779	(10/87)
69.	Scott Cable Communications	106,277	(7/87)
70.	Northland Communications	106,100	(9/87)
71.	M.L. Media Partners	97,640	(8/87)
72.	James Communications	92,184	(8/87)
73.	Susquehanna Broadcasting	91,545	(8/87)
74.	McDonald Group	90,079	(8/84)
75.	Omega Communications	88,122	(8/87)
76.	WEHCO Video	87,367	(8/87)
77.	Coaxial Communications	84,859	(9/87)
78.	United Video Management	84,034	(9/87)
79.	Midcontinent Cable Systems Co.	83,331	(11/87)
80.	Pencor Services	83,281	(8/87)
81.	Star Cablevision Group	79,892	(7/87)
82.	C-4 Media Corp.	69,482	(10/87)
83.	Enstar Communications	68,448	(10/87)
84.	Selkirk Communications	68,000	(10/87)
85.	Masada Corp.	62,092	(8/87)
86.	Acton Corp.	60,035	(1/87)
87.	Mountain Cable Co.	59,336	(9/87)
88.	Chambers Communications Corp.	57,722	(8/87)
89.	Cardinal Communications	53,870	(8/87)
90.	Insight Communications	53,256	(8/87)
91.	Hearst Communications of California	51,481	(9/87)
92.	North American Comm. Corp.	50,589	(8/87)
93.	Tidel Communications	50,427	(4/87)
94.	State Cable TV	49,956	(7/87)
95.	Galaxy Cablevision	49,006	(9/87)
96.	Helicon Corp.	49,000	(8/87)
97.	Commonwealth Cable Systems	47,500	(9/87)
98.	Dowden Communications	46,603	(8/87)
99.	Joseph Gans Cable TV	46,532	(11/86)
100.	New England Cablevision	46,296	(10/87)

Subscriber counts are provided by MSOs and systems to CableVision magazine. Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to CableVision, Attention: Candace Drake, Cable Stats, 432 Park Avenue South, Suite 1109, New York, NY 10016.

Top 100 Systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	287,846	(9/87)
2.	Woodbury (Long Island), NY	Cablevision Systems Corp.	286,284	(10/87)
3.	Manhattan, NY	ATC	233,200	(6/87)
4.	San Antonio, TX	Rogers Cablesystems	219,466	(9/87)
5.	East Orange, NJ	Maclean Hunter	193,397	(9/87)
6.	Puget Sound, WA	Viacom	184,000	(8/87)
7.	Honolulu, HI	ATC	182,500	(6/87)
8.	Houston, TX	Warner Cable	182,000	(9/87)
9.	Phoenix, AZ	Times Mirror	173,810	(9/87)
10.	Hartford/Plainville/Vernon, CT	United Cable	162,912	(8/87)
11.	Wayne, NJ	UA Cablesystems	158,104	(10/87)
12.	Louisville/Jeff. Co., KY	Storer Communications	155,000	(9/87)
13.	Cincinnati, OH	Warner	154,000	(9/87)
14.	Englewood, CO	United	153,404	(8/87)
15.	Hampton Roads, VA	Cox Cable	150,103	(9/87)
16.	Tulsa, OK	United	147,344	(8/87)
17.	Fairfax, VA	Media General	147,149	(11/87)
18.	Rochester, NY	ATC	145,300	(6/87)
19.	Cherry Hills, NJ	NYT	145,075	(7/87)
20.	Orlando,FL	ATC	143,500	(6/87)
21.	Atlanta, GA	Prime Cable Corp.	142,529	(9/87)
22.	Jacksonville, FL	Continental Cablevision	136,000	(4/87)
23.	Kansas City, MO	ATC	130,000	(6/87)
24.	Baltimore County, MD	Comcast	130,000	(10/87)
25.	Buffalo, NY	Adelphia Communications	128,105	(4/87)
26.	San Jose/Campbell, CA	Gill Cable	128,000	(11/87)
27.	Erie County, NY	Adelphia	127,160	(3/87)
28.	Manhattan, NY	Paragon Cable	126,000	(9/87)
29.	Seattle, WA	Tele-Communications Inc.	125,000	(12/86)
30.	Memphis/W. Memphis, TN	ATC	120,400	(6/87)
31.	Charlotte, NC	ATC	118,791	(3/87)
32.	Long Island, NY	Viacom	116,000	(8/87)
33.	San Francisco, CA	Viacom	112,000	(8/87)
34.	Austin, TX	ATC	110,900	(6/87)
35.	St. Louis Co., MO	Cencom Cable	109,732	(8/87)
36.	San Diego, CA	ATC	107,400	(6/87)
37.	Pompano, FL	American Cablesystems	106,903	(8/87)
38.	Warren, NJ	TKR	105,923	(9/87)
39.	San Juan, PR	ML Media Partners	104,823	(11/86)
40.	Toledo, OH	Blade Communications	104,108	(8/87)
41.	Dallas, TX	Heritage	100,713	(8/87)
42.	Southeast Michigan	Comcast	100,031	(10/87)
43.	Jefferson Parish/Kenner, LA	Cox Cable	96,773	(9/87)
44.	Grand Rapids, MI	UA Cablesystems	96,817	(10/87)
45.	Wilmington, DE	Heritage	96,651	(9/87)
46.	Pinellas County, FL	Vision Cable	93,920	(9/87)
47.	Escondido, CA	Times Mirror	92,997	(9/87)
48.	Indianapolis, IN	Comcast	92,000	(10/87)
49.	Dade/Broward, FL	Storer	92,000	(9/87)
50.	Raleigh/Durham, N.C.	ATC	88,198	(3/87)
51.	Richmond, VA	Continental	88,139	(9/87)
52.	Tacoma, WA	Viacom	86,000	(8/87)
53.	Pittsburgh, PA	TCI	85,000	(12/86)
54.	Boston, MA	Cablevision Co.	83,942	(10/87)
55.	Wichita, KS	Multimedia Cablevision	82,406	(9/87)
56.	Naples, FL	Palmer Communications	82,840	(9/87)
57.	Oakland County, MI	United	82,304	(2/87)
58.	Harrisburg, PA	Sammons Communications	80,647	(9/87)
59.	Orange County, CA	Times Mirror	80,463	(9/87)
60.	Milwaukee, WI	Warner	80,000	(9/87)
61.	Dover, Morristown, NJ	Sammons	79,361	(9/87)
62.	Nashville, TN	Viacom	79,000	(8/87)
63.	Las Vegas, NV	Prime	78,918	(9/87)
64.	Baton Rouge, LA	Daniels & Assocs.	78,140	(8/87)
65.	New Orleans, LA	Cox Cable	75,581	(9/87)
66.	Akron, OH	Warner	75,000	(9/87)
67.	Allentown, PA	Service Electric	75,000	(9/87)
68.	Flint, MI	Comcast	75,000	(10/87)
69.	South Bend, IN	Heritage	74,492	(8/87)
70.	Melbourne/Cocoa, FL	ATC	74,200	(6/87)
71.	Santa Monica, CA	Century Communications	74,000	(5/86)
72.	Ocean County, NJ	Adelphia	72,110	(10/87)
73.	Providence/Warwick, RI	Times Mirror	72,063	(9/87)
74.	Cleveland Heights, OH	Viacom	72,000	(8/87)
75.	Columbus, OH	Warner	72,000	(9/87)
76.	Contra Costa Co. CA	Televents	71,537	(8/87)
77.	Omaha, NE	Cox Cable	71,340	(9/87)
78.	Cook County, IL	Continental	71,065	(10/87)
79.	Medford Complex (Boston Suburbs), MA	Warner	71,000	(9/87)
80.	South Texas, TX	Heritage	70,859	(8/87)
81.	Fayetteville, NC	ATC	70,136	(3/87)
82.	Hillsborough, FL	Paragon	69,000	(9/87)
82.	St. Petersburg, FL	Paragon	69,000	(9/87)
84.	Lower Fairfield Co., CT	Cablevision Co.	68,442	(10/87)
85.	Little Rock, AR	Storer	68,000	(9/87)
86.	Indianapolis,IN	ATC	67,600	(6/87)
87.	Greater Bridgeport, CT	Cablevision Co.	67,570	(10/87)
88.	Oklahoma City, OK	Cox Cable	67,489	(9/87)
89.	Des Moines, IA	Heritage	67,345	(8/87)
90.	Birmingham, AL	ATC	66,254	(3/87)
91.	El Paso, TX	Paragon	66,000	(9/87)
92.	Syracuse (suburbs), NY	NewChannels Corp.	66,000	(7/87)
93.	New Haven, CT	Storer	66,000	(9/87)
94.	Lincoln, RI	Heritage	65,012	(8/87)
95.	Winston-Salem, N.C.	Summit Communications	64,072	(4/87)
96.	Monterey, CA	Western Communications	63,815	(4/87)
97.	W.San Fernando Valley, CA	Cablevision Industries	63,121	(8/87)
98.	Madison, WI	TCI	63,000	(12/86)
99.	Charleston, S.C.	Storer	63,000	(9/87)
100.	Santa Barbara, CA	Cox Cable	62,246	(9/87)